

Message Text

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43

ACTION EA-10

INFO OCT-01 ISO-00 EB-07 RSC-01 /019 W

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R 020731Z DEC 74 ZDK

FM AMEMBASSY MANILA

TO USDOC WASHDC

INFO SECSTATE 8770

UNCLAS MANILA 14118

E.O. 11652: N/A

TAGS: BBSR, RP

SUBJ: WTDR/FTI - FIRMA TECHNO MACHINERIES, INC.

REF: UNCLAS USDOC 15654

1. PHILIPPINE 2. CNTRY CODE: 565 3. SER NO: NA

4. FIRMA TECHNO MACHINERIES, INC.

4A. CODE: 4B. CODE: A 4C. CODE: X

5. P. O. BOX 2707 MANILA; RM. 104, LAUREANO BLDG., 2216
PASONG TAMO ST., MAKATI

6. RIZAL, PHILIPPINES

7. ESTBL: 1971 8. EMPL: 7 9. SIZE: (21-X) SMALL

10. REPUTATION: (22-X) GOOD 12. RPT DATE: 11/74

13A. 35371/235 INDENTS, DIST. & IMP. INDUSTRIAL TRUCKS
AND TRACTORS

13B. 35372/235 INDENTS, DIST. & IMP. SPARE PARTS AND
ACCESSORIES FOR INDUSTRIAL TRUCKS AND TRACTORS

14. OFFICER: REYNALDO L. LAURENO, VICE PRES.-GEN. MGR.

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15. CABLE: "FIRMA TECH" MANILA 16. TELEX: NA

17. PHONE: 87-89-33

18. FINANCIAL REFERENCES: PHILIPPINE BANKING CORPORATION,
MANILA, PHILIPPINES. TRADE REFERENCES: SEE ITEM #19.

19. MAJOR FOREIGN FIRMS REPRESENTED: LANSING BAGNALL LTD.,
HAMPSHIRE, ENGLAND, INDUSTRIAL TRUCKS AND TRACTORS AND SPARE
PARTS AND ACCESSORIES, EXCLUSIVE AGENCY ACQUIRED SEVERAL
YEARS AGO.

20. POST'S EVALUATION OF FIRM: OFFICE, DISPLAY CENTER AND
WAREHOUSE MAINTAINED IN BUILDING OWNED BY SISTER FIRM AT HEAD-
ING ADDRESS. ACTS AS IMPORTER, INDENTOR AND DISTRIBUTOR OF
INDUSTRIAL TRUCKS AND TRACTORS AND SPARE PARTS AND ACCESSO-
RIES. REQUIREMENTS OBTAINED FROM ENGLAND. MERCHANDISE MAR-
KETING THROUGH TELEPHONE CONTACTS, OVER-THE-COUNTER PATRONAGE
AND BY 1 SALESMAN COVERING GREATER MANILA AREA. HAS NECES-
SARY FACILITIES FOR NORMAL OPERATIONS. OFFICERS CONSIDERED
EXPERIENCED AND QUALIFIED AND IDENTIFIED WITH OTHER BUSINESS
INTERESTS. CURRENT FINANCIAL STATEMENTS NOT AVAILABLE. AS
OF DECEMBER 31, 1972 TOTAL ASSETS P67,700, SALES P14,500 WITH
NET LOSS P9,900. CREDIT REPUTATION, SATISFACTORY.
SULLIVAN

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Message Attributes

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